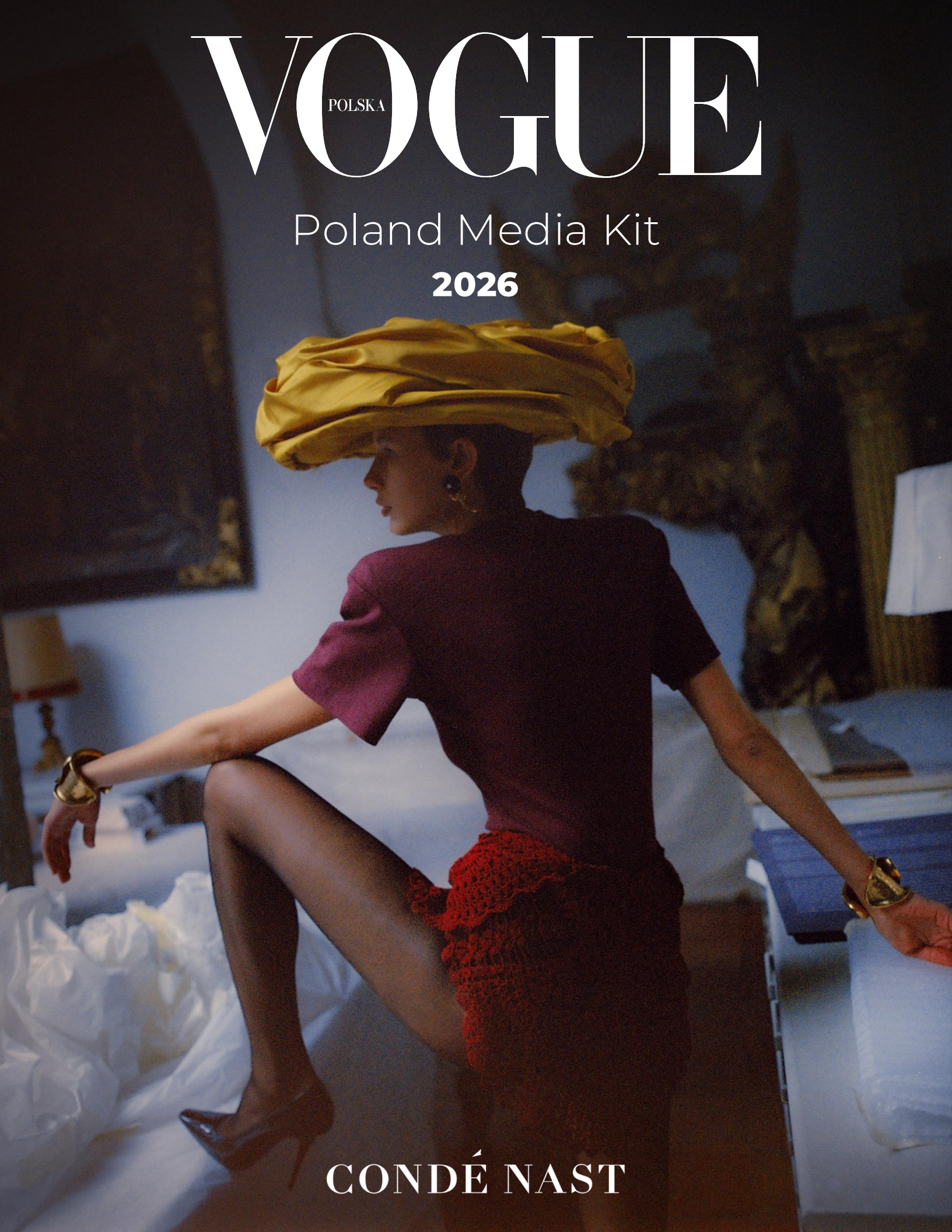
VOGUE POLSKA

Poland Media Kit

2026



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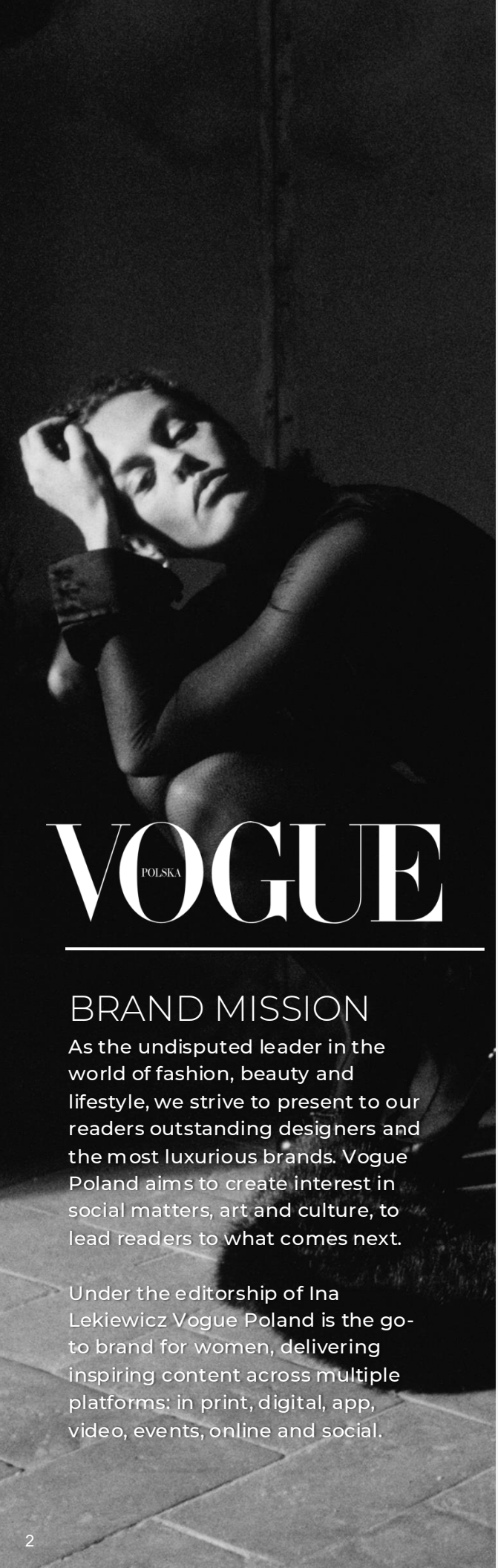


VOGUE POLSKA

BRAND MISSION

As the undisputed leader in the world of fashion, beauty and lifestyle, we strive to present to our readers outstanding designers and the most luxurious brands. Vogue Poland aims to create interest in social matters, art and culture, to lead readers to what comes next.

Under the editorship of Ina Lekiewicz Vogue Poland is the go-to brand for women, delivering inspiring content across multiple platforms: in print, digital, app, video, events, online and social.

VOGUE has always been and will continue to be more than a fashion magazine. While we inspire and guide in the world of fashion, we also aim to empower and start conversation. We are constantly transforming print to a greater quality—something always more luxurious and special. I strongly believe in storytelling and a personal approach to content to enhance this.

INA LEKIEWICZ, EDITOR IN CHIEF

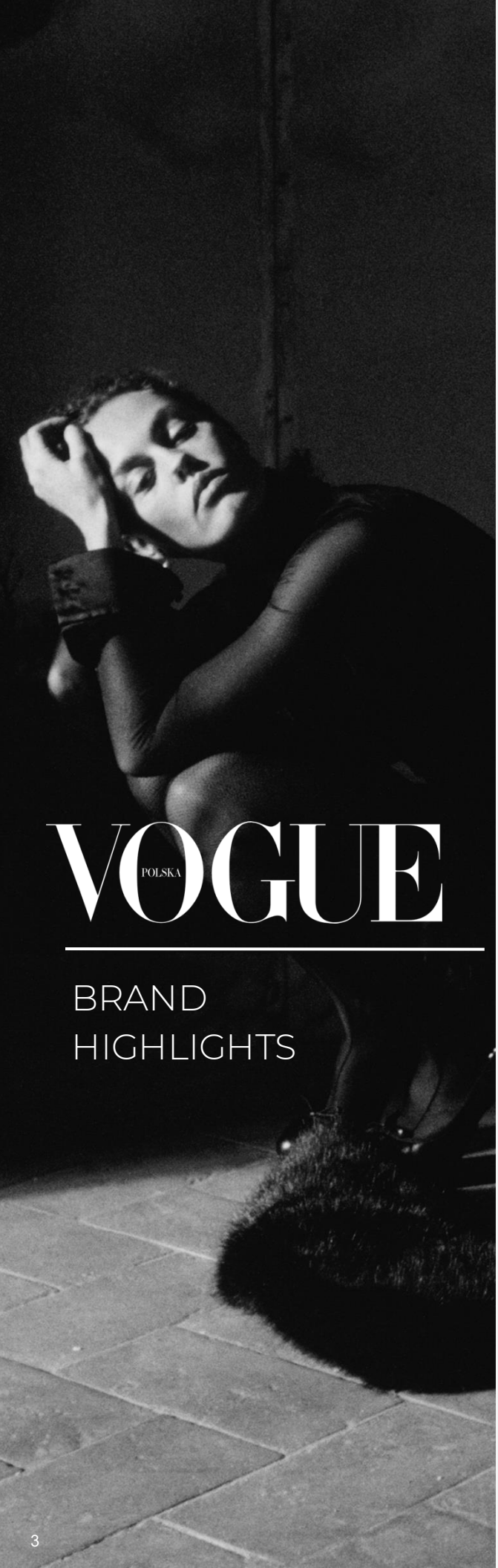
2M
DIGITAL UNIQUES

10M
PAGE VIEWS

642k
SOCIAL FOLLOWERS

Source: Vogue.pl data, Google Analytics & Gemius Prism

CONDÉ NAST



VOGUE POLSKA

BRAND HIGHLIGHTS

VOGUE POLSKA LIVING

Starting in 2026, Vogue Polska Living will become a quarterly magazine. Next year we will publish four issues: in Murch, June, September and December.

VOGUE TRAVEL PART 6 (June)

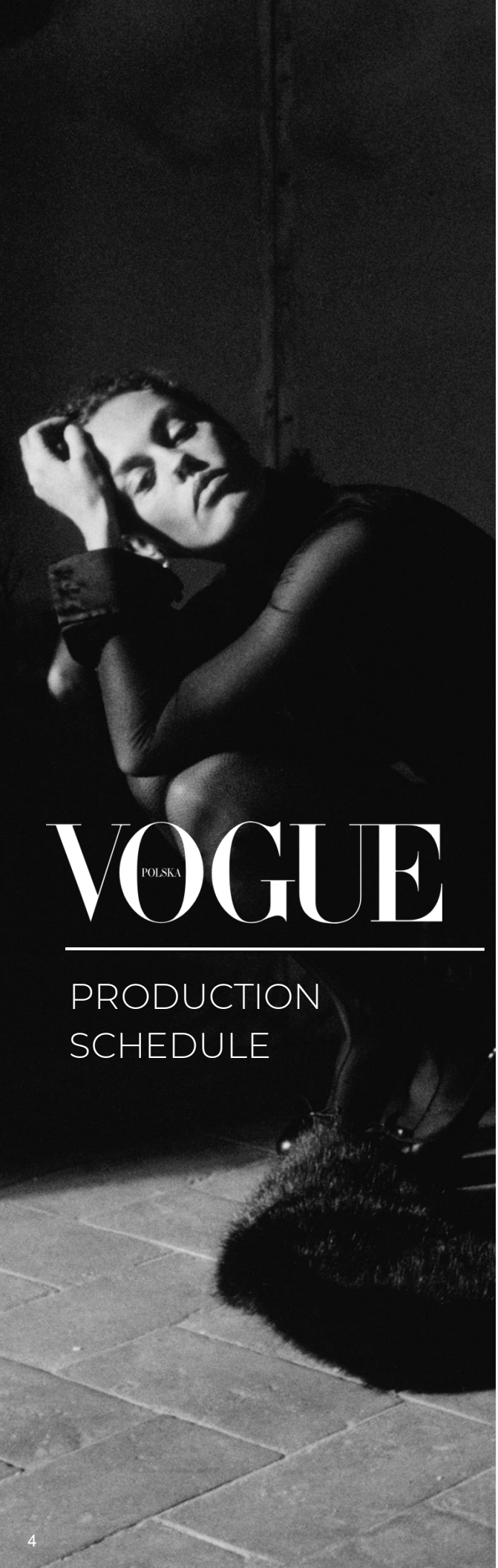
For the sixth time, we will add Travel to the summer edition of the cyclical issue, and this time we plan to visit and tour Polish villages, recommending unique places, agritourisms, restaurants and local attractions.

SPORT&WELLNESS CLUB POWERED BY VOGUE POLSKA

Lunching in 2026, the Sport&Wellness Club powered by Vogue Polska is a platform designed to cultivate a vibrant community around movement, wellbeing and contemporary lifestyle. The initiative aims to evolve into a dynamic space that strengthens engagement and build a long-term community around Vogue Polska.

EVENTS & LAUNCHES

- As part of our promotional events, we create dedicated influencers trips/experiences on which we promote mostly our special issue – i.e. Vogue Beauty, Vogue Sport &Wellness and Vogue Travel. They are planned accordingly to publishing calendar.
- Vogue Travel (July) & Vogue Living (March, June, September & December), Vogue Leaders (October) launches - unique events gathering a mix of industry guests and lifestyle & business opinion leaders. We would choose top-notch locations reflecting Warsaw's quaint vibe.
- The September Issue event - we will continue to organize sophisticated and unexpected September Issue events – a unique experience co-created by the Vogue Polska crowd and our partners.
- Holiday Toast (December) - the 8th edition of our Holiday Toast party – a unique experience that gathers a significant group of guests in a selected location, always in partnership with great music performers . The aim is to spend some magical pre-Christmas time and spin off the upcoming year.

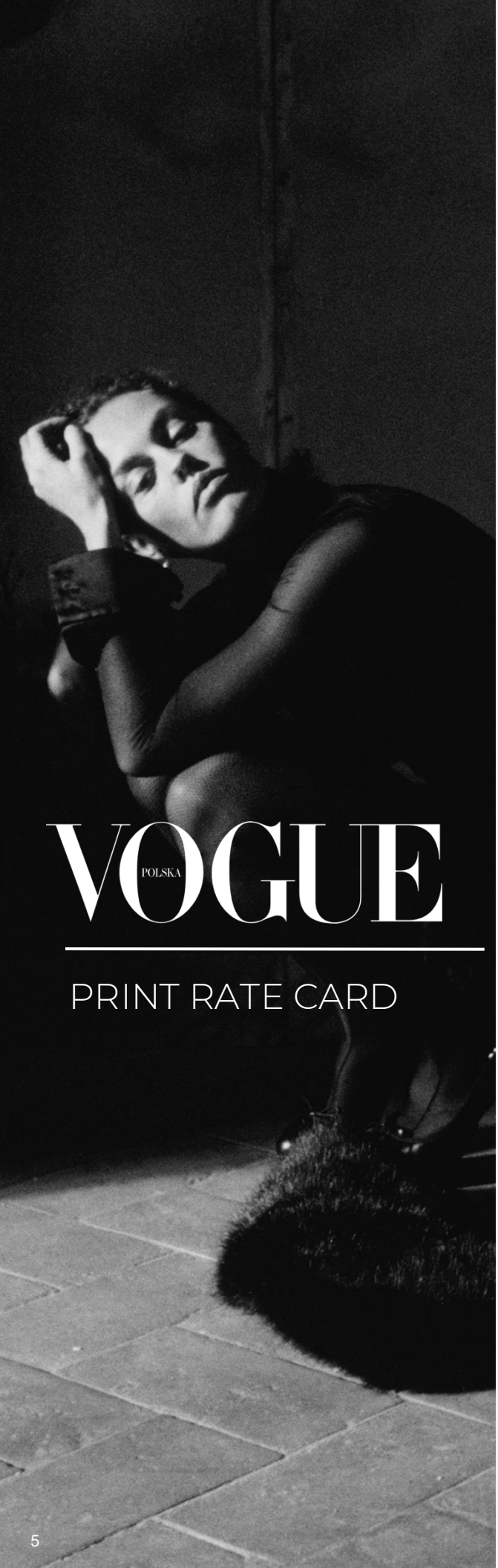


VOGUE POLSKA

PRODUCTION SCHEDULE

ON SALE DATE	COVER RELEASE	COPY DEADLINE	INSERTS DUE	TABLET COPY DEADLINE
JAN/FEB 2026				
08 Jan 26	06 Jan 26	17 Dec 25	07 Dec 25	17 Dec 25
MARCH 2026				
26 Feb 26	24 Feb 26	18 Feb 26	08 Feb 26	18 Feb 26
SUPPLEMENT 1/2026: VOGUE LIVING				
12 Mar 26	10 Mar 26	04 Mar 26	22 Feb 26	04 Mar 26
APRIL 2026				
26 Mar 26	24 Mar 26	18 Mar 26	08 Mar 26	18 Mar 26
SUPPLEMENT 2/2026: VOGUE SPORT&WELLNESS				
09 Apr 26	07 Apr 26	01 Apr 26	22 Mar 26	01 Apr 26
MAY 2025				
23 Apr 26	21 Apr 26	15 Apr 26	05 Apr 26	15 Apr 26
SUPPLEMENT 3/2026: VOGUE BEAUTY				
14 May 26	12 May 26	06 May 26	26 Apr 26	06 May 26
JUNE 2025				
28 May 26	26 May 26	20 May 26	10 May 26	20 May 26
SUPPLEMENT 4/2026: VOGUE LIVING				
11 Jun 26	09 Jun 26	02 Jun 26	23 May 26	02 Jun 26
SUPPLEMENT 5/2026: VOGUE TRAVEL				
25 Jun 26	23 Jun 26	10 Jun 26	31 May 26	10 Jun 26
JULY-AUGUST 2026				
25 Jun 26	23 Jun 26	17 Jun 26	07 Jun 26	17 Jun 26
SEPTEMBER 2026				
27 Aug 26	25 Aug 26	19 Aug 26	09 Aug 26	19 Aug 26
SUPPLEMENT 6/2026: VOGUE LIVING				
10 Sep 26	08 Sep 26	02 Sep 26	23 Aug 26	02 Sep 26
OCTOBER 2026				
24 Sep 26	22 Sep 26	16 Sep 26	06 Sep 26	16 Sep 26
SUPPLEMENT 7/2026: VOGUE LEADERS				
08 Oct 26	06 Oct 26	30 Sep 26	20 Sep 26	30 Sep 26
NOVEMBER 2026				
29 Oct 26	27 Oct 26	21 Oct 26	11 Oct 26	21 Oct 26
DECEMBER 2026				
26 Nov 26	24 Nov 26	18 Nov 26	08 Nov 26	18 Nov 26
SUPPLEMENT 8/2026: VOGUE LIVING				
10 Dec 26	08 Dec 26	02 Dec 26	22 Nov 26	02 Dec 26
JAN/FEB 2027				
07 Jan 27	05 Jan 27	16 Dec 26	06 Dec 26	16 Dec 26

CONDÉ NAST

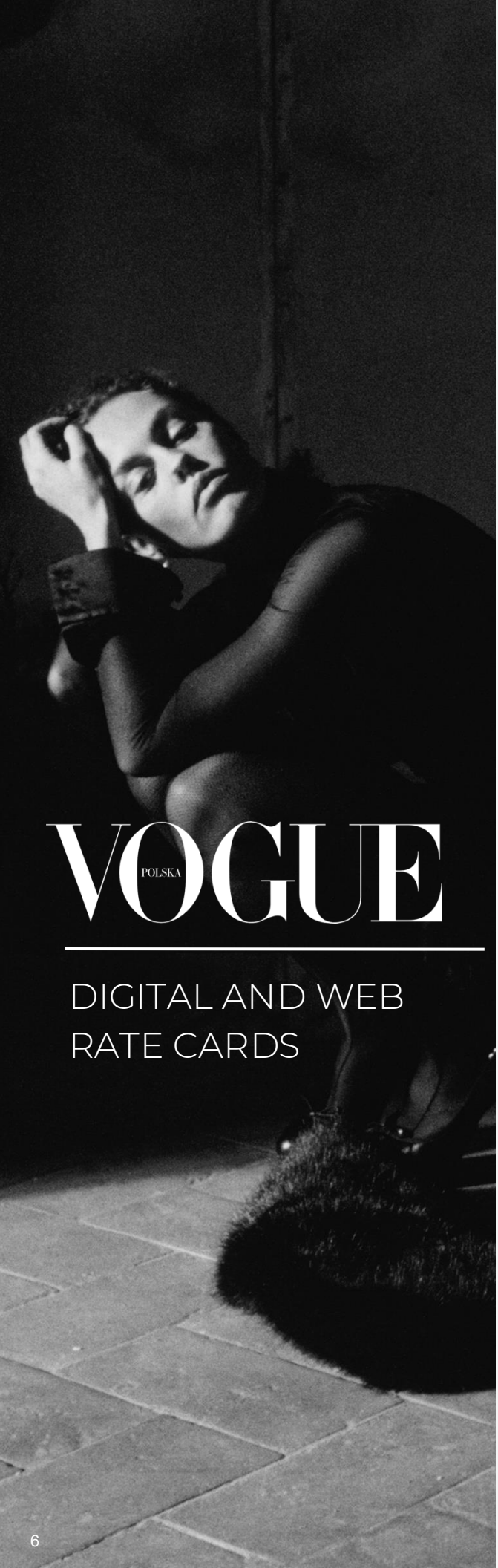


PRINT RATE CARD

SIZE/POSITION	RATE (PLN)
STANDARD POSITIONS	
Page run of paper	702 768
DPS run of paper	1 244 485
PREMIUM POSITIONS	
Inside back cover	805 255
Outside back cover	1 098 075
1st DPS (ODPS)	1 449 459
DPS in Fashion Tunnel	1 368 933
Gatefold	2 503 611

SURCHARGES

The first ad in the magazine's section	20%
Ad in the selected magazine's section	20%
Ad next to the selected editorial page	20%
Consecutive Advertising	20%
Ad's preparation for the Client	20%



DIGITAL AND WEB RATE CARDS

WEB RATE CARD (NET-NET)		
AD-PRODUCT	**SIZE**	**RATE (PLN)**
DISPLAY - FF (1 WEEK)		
Wideboard	1920x700	24 200
Rectangle	300x250	30 350
Surcharges		
Client's exclusive campaign in banner		+100%
DISPLAY PACKAGES - FF (1 WEEK)		
ROS Multiformat		
(Wideboard, Rectangle, HP, B/DBB/TBB)		42 350
TOTAL TAKEOVER		
(Wideboard, Rectangle, HP, B/DBB/TBB)		84 700
CONTENT MARKETING		
Section Sponsorship		43 600
		+ content cost
Sponsored Article		17 000
Visual Storytelling		26 000
Sponsored Gallery		15 000
Podcast (min. 3 episodes)	starting at	55 000
Photoshoot	starting at	60 000
Video	starting at	60 000